

Your complete CRM

Fascinatingly simple all-in-one package

Platinum Suite



CAS genesisWorld

Powerful CRM for Sales, Marketing and Service



From customer to delighted fan with Customer Centricity

The Customer Centricity company philosophy was designed specifically to keep your customers at the heart of all your touchpoints, services and new product developments. Our CRM solution will support you along the way, ensuring the sustainable success of your company and providing incredible flexibility. In turn, this creates unforgettable customer experiences and opens up new business opportunities for you.

» CAS genesisWorld enabled us to quickly start our digitalization process and continuously ensures our security of investment as a CRM solution that grows along with us. The optimized cross-location sales process and our marketing process constitute a cycle that results in more order placements. We can access all important information and thus the basis for well-informed decisions by clicking a button. «

Timo Klaas

Head of Sales,
Wölfel-Group



What our customers say:
www.cas-crm.com/references

mariner ^{3S}

 **OCULUS**®



Friedrich Karl Schroeder
Die IT-Kompetenz aus Hamburg

medavis 

DATRON
Innovative Produktionstechnologien

The logo for SoCom, featuring the word "SoCom" in white text on a red rectangular background.The logo for DB NETZE, with "DB" in a red square and "NETZE" in black text.The logo for T&N ICT SOLUTIONS, with "T&N" in pink and "ICT SOLUTIONS" in black text.The logo for murrplastik, with the word "murrplastik" in red text and a red square icon containing a white diagonal line.The logo for eltherm, with the word "eltherm" in black text and a yellow sun-like icon.The logo for AMAZONE, with a small orange icon of a person and the word "AMAZONE" in orange text.The logo for HSG METZLAR, featuring a green circular emblem with a white figure and the text "HSG" and "METZLAR" around it.A circular logo with the text "Software Hosted in Germany" and "Bundesverband IT-Mittelstand e.V." around a central graphic.A circular logo with the text "Software 100% Service Quality Future" and "Made in Germany" around a central graphic.

» The high expectations of our customers are our standard. With CAS genesisWorld, we have perfectly achieved our goal of bettering our sales and service management. The CRM solution enables efficient work across all departments, maps our company processes, and provides optimal support while on the go with its mobile solutions. «

Oliver Schmidt
BI/CRM Project Manager,
OCULUS Optikgeräte GmbH

The logo for OCULUS, featuring a stylized blue and white graphic of an eye or lens next to the word "OCULUS" in black text.

Your partner worldwide for your success

As an international company active on five continents with CRM products in twelve languages, CAS Software AG operates through a strategic partner network of more than 200 well-known companies in more than 40 different countries. Which means that there is a CAS Partner near you, ready and waiting to help with your CRM project. In fact, many of our international customers have received the CRM Best Practice Award for their successful CRM projects.

CAS genesisWorld

Fascinatingly simple

CAS genesisWorld is your digital assistant. Designed to support you along the way in your relationship and information management. Use the smart, fascinatingly simple functions and automatic processes to strengthen your customers' loyalty. CAS genesisWorld will help you bring Customer Centricity to life in your company and ensure that it flourishes so that your customers become fans of your products and services.



CAS genesisWorld Platinum Suite

Limitless CRM

With the Platinum Suite from CAS genesisWorld all the modules are available to you as an all-in-one solution. There are no extra or hidden costs so you are left to enjoy peace of mind when planning. Take advantage of full investment security, the best price-performance ratio and the most scope for your relationship management.



Unbeatable features of the CAS genesisWorld Platinum Suite



The complete
CRM portfolio in one
solution



Unrestricted use
of all modules



Rapid
implementation times



Planning security
through a holistic
approach



Reliable, tried-and-
tested implementa-
tion methods



Individual CRM
for every user



The best price-
performance ratio



Highest levels of
data security and
protection



Transparent costs

CAS Software AG

Forming relationships. Inspiring people.

CAS Software AG is one of Europe's leading suppliers of CRM solutions with a clear focus on the small and medium-sized enterprise (SME) market. The company was founded in 1986 and is now managed by co-founder Martin Hubschneider (CEO). More than 520,000 people in more than 34,000

companies and organizations worldwide enjoy the benefits of using our software solutions: best ergonomics, flexible and capable of integrating with existing software and offer excellent value for money.



46m+

Turnover of the CAS group* 2021



470+

Employees in the CAS group*



200

Sales and implementation partners



40+

Countries



520k

CAS product users



2.000+

CRM experts



12

Language versions of CAS genesisWorld



35

Successful years

Contact



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